

HONOLULU COUNTY MEDICAL SOCIETY REPORT



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The month of June was a very eventful and fulfilling month for the Honolulu County Medical Society members. On June 8th HCMS kicked off its annual Mini Internship Program with a dinner for seven interns and six faculty members. Internships were scheduled within the two-week period that followed. The event closed with a graduation dinner at the prestigious Plaza Club. The conversation and interaction at the graduation dinner was stimulating and enlightening, said one of the interns. It was an invaluable gift to our physician members to interact with community leaders voicing concerns and suggestions. It was equally invaluable to the community leaders as they listened intently to the trials and tribulations of practicing medicine in Hawaii. This event will be repeated several times a year. If anyone is interested, please call the HCMS office at 536-6988.

Our General Membership Meeting held on June 30, 2005 at the Kulia Grill in the new John A. Burns School of Medicine in Kakaako was by far our most successful membership meeting held this year. The meeting topic was Private Practice Tips – “*Learn from the Pros.*” Distinguished Guest Speakers were David Young, MD, a pediatric ophthalmologist in his 2nd year of private practice, John Corboy, MD, ophthalmologist and Founder of the Hawaiian Eye Center and Norman Goldstein

MD, dermatologist with over 40 years of private practice experience.

They each spoke of different areas of private practice starting with Dr. David Young’s light-hearted yet eye-opening presentation on what he had encountered and learned when opening up his new practice roughly a year ago. He explained how unglamorous one’s first few years could be from finding a good office location, and applying for different business licenses, to acquiring parking at Kapiolani Women’s and Children’s, which by the way he is still waiting for.

Dr. John Corboy, who has given countless seminars on practice management, said the most difficult part of this presentation is that he could easily spend hours on each topic to fully illustrate to young and seasoned physicians the importance of good practice management. He touched on areas such as attracting and retaining good employees, phone etiquette, payer relations, handling scheduling dilemmas, and basic public relations. “I could easily do a topic per month every month,” says Dr. Corboy and indeed HCMS is working on a schedule for these monthly practice management meetings. Dr. Corboy’s presentation clearly left the audience with the desire to hear more.

Dr. Norman Goldstein, who

continues to have an amazingly busy practice seeing patients in the historical Tam Sing Building on Smith Street “second busiest in the country,” editor of the Hawaii Medical Journal, gave an inspiring presentation on how a physician must market him or herself to remain competitive but also to educate the consumer/patient. He told the young students, residents as well as all the attendees to not be afraid to hang all your certificates and licenses on the wall – be proud of what you do. He explained how thankful your patients will be that you take the time to give them material to better understand their healthcare.

The evening ended with a very inquisitive question and answer period where students as well as seasoned physicians voiced their questions with a new understanding that to practice medicine means not only to care for your patient but to operate your practice as an efficient business where good business sense is intertwined with good patient care – the ultimate fusion.

So, what’s next for HCMS? Anyone up for a lively mixer at Dave and Busters? HCMS with its co-sponsor the Physicians Exchange of Honolulu, Inc. will hold a Young Physician, Resident, Student mixer on August 19, 2005 at Dave and Busters on the Rooftop Sunset Bar from 6 pm – 8 pm. Come enjoy dinner, drinks and mingling with HCMS

Executive Officers as well as all the HCMS Committee members, and department heads of residency programs. If you are a young physician in your first five years of practice, a resident or a student, please call the HCMS office to make your reservation for this event.

Our next General Membership meeting is tentatively set to be held at the Tripler Army Medical Center – topic is Bio-Terrorism – “What every Hawaii physician needs to know,” on August 25, 2005, 6 – 8 pm.

And just a reminder – HCMS is still collecting textbooks and reference material in our “Operation Iraqi Medical Colleague” project. Please give the HCMS office a call if you have books to donate. Deadline is Sept. 1, 2005. And a warm thank you goes out to all the physician members thus far who have generously donated books to this worthwhile project.

I appreciate all the effort brought forth by the HCMS committees as we continue to add value to the membership of HMA/HCMS. Without all your dedication and support, our many successes would only be a dream. Thank you very much.

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